

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1-20. (Cancelled)

21. (New) A method for managing sales activities, said method comprising the steps of:

storing in a database information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer;

retrieving a portion of said information, said portion corresponding to at least one of said plurality of predetermined maturity stages; and

displaying said portion.

22. (New) The method of Claim 21, wherein said plurality of predetermined maturity stages comprises:

nine predetermined maturity stages.

23. (New) The method of Claim 21, wherein said plurality of predetermined maturity stages comprises:

a customer-connection making stage;

a customer-relations making stage;

a customer research stage;

a customer attraction stage;

- a product research stage;
- an issue resolution stage;
- a formal proposal stage;
- a problem resolution stage; and
- a contract forming stage.

24. (New) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

- status information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer.

25. (New) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

- at least one of transaction status information and transaction quality information.

26. (New) The method according to Claim 21, further wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

- completion status information.

27. (New) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

scheduled stage completion time.

28. (New) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

stage completion delay information.

29. (New) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

recommended changes in action relative to completing a particular stage.

30. (New) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

business target information.

31. (New) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

sales scenario data relative to a particular customer.

32. (New) A sales-activity management system, comprising:

a storing unit configured to store in a database information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer;

a retrieving unit configured to retrieve a portion of said information, said portion corresponding to at least one of said plurality of predetermined maturity stages; and  
a displaying unit configured to display said portion.

33. (New) The system of Claim 32, wherein said plurality of predetermined maturity stages comprises:

nine predetermined maturity stages.

34. (New) The system of Claim 32, wherein said plurality of predetermined maturity stages comprises:

a customer-connection making stage;

a customer-relations making stage;

a customer research stage;

a customer attraction stage;

a product research stage;

an issue resolution stage;

a formal proposal stage;

a problem resolution stage; and

a contract forming stage.

35. (New) A computer readable recording medium storing a program for controlling a computer to execute the steps of:

storing in a database information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer;

retrieving a portion of said information, said portion corresponding to at least one of said plurality of predetermined maturity stages; and  
displaying said portion.

36. (New) The method of Claim 35, wherein said plurality of predetermined maturity stages comprises:

nine predetermined maturity stages.

37. (New) The method of Claim 35, wherein said plurality of predetermined maturity stages comprises:

a customer-connection making stage;

a customer-relations making stage;

a customer research stage;

a customer attraction stage;

a product research stage;

an issue resolution stage;

a formal proposal stage;

a problem resolution stage; and

a contract forming stage.